

## Request to Change the Name of the Marda Loop Business Revitalization Zone



Marda Loop Business Improvement Area  
1638 30<sup>th</sup> Avenue SW  
Calgary, AB.  
T2T 1P4

June 23, 2017

Ms. Lorelei Higgins, Business Improvement Area Liaison  
The City of Calgary  
P.O. Box 2100, Station M  
Calgary, AB. T2P 2M5

**Re: Marda Loop Business Revitalization Zone Name and Designation Change**

Dear Ms. Higgins,

On behalf of the Marda Loop Business Improvement Area Board (BRZ, as per our current enabling bylaw), I am writing to request an amendment to the bylaw establishing our BRZ, in order to change our BRZ's name and replace the "Business Revitalization Zone" designation with "Business Improvement Area".

On October 24, 2016, the Annual General Meeting of the Marda Loop BRZ supported the following motion presented by the Board of Directors:

**Change BRZ to BIA**

Whereas new provincial regulations that govern Business Revitalization Zones (BRZs) have re-named them Business Improvement Areas (BIAs), which is the common term in the rest of North America; and

Whereas The City of Calgary is aligning with the province and replacing BRZ with BIA in its terminology, and is seeking to make this change in The City's enabling bylaws for all BRZs; and  
Whereas the change of our corporate name and related bylaws do not significantly impact the identity and branding of the Marda Loop business area;

**Be it resolved** that the members of the Marda Loop BRZ Association:

- Change our corporate name from "Marda Loop Business Revitalization Zone Association" to "Marda Loop Business Improvement Area;" and
- In our own Bylaws, replace all instances of "Marda Loop Business Revitalization Zone" and "Marda Loop Business Revitalization Zone Association" with "Marda Loop Business Improvement Area;" and replace all instances of the acronym "BRZ" with "BIA"; and
- That the Bylaws, thus amended, be deemed adopted.

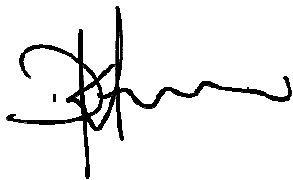
On June 19, 2017, the Board of Directors also passed the following motion:

Regarding the upcoming changes to the Marda Loop Enabling Bylaw: The Board reaffirms that it supports a name change to “Marda Loop Business Improvement Area” in the City of Calgary Enabling Bylaw to match the recent name change in our own internal Bylaws; as per the motion presented by the Board to the Annual General Meeting of October 24, 2016, and unanimously passed at that meeting.

On behalf of the Board, I request that the Marda Loop Business Revitalization Zone Bylaw No. 52M84 (as amended) be amended to reflect this change.

Please find attached copies of our meeting minutes, which show these resolutions.

Sincerely,

A handwritten signature in black ink, appearing to be 'Doug Anderson', with a stylized, cursive script.

Doug Anderson  
President